

WHAT IS CLAIMED IS:

1. A method for generating a cell within an electronic programming guide grid; the method comprising:

identifying a client associated with the electronic programming guide grid;

retrieving a format string associated with the client;

retrieving a plurality of TV listings data items;

identifying the matching data items in the plurality of TV listings data items, wherein the matching data items comprise at least one of the plurality of TV listings data items that correspond to the retrieved format string; and

generating the cell using the matching data items.

2. The method of claim 1, wherein the client comprises a cable provider.

3. The method of claim 1, wherein the client comprises a web site host.

4. The method of claim 1, wherein the format string comprises:
data identifiers and format indicators.

5. The method of claim 4, wherein the format indicators comprise:
color indicators.

6. The method of claim 1, wherein the format string and the plurality of TV listings data items are stored separately.
7. The method of claim 1, further comprising:
receiving a request to generate an electronic programming guide grid.
8. The method of claim 7, wherein receiving a request comprises:
receiving a request from an automatic scheduler.
9. The method of claim 1, further comprising:
identifying a TV listings data set associated with the client.
10. The method of claim 9, wherein the TV listings data set is one of a plurality of TV listings data sets and wherein the plurality of TV listings data sets are categorized by language.
11. The method of claim 9, wherein the TV listings data set is one of a plurality of TV listings data sets and wherein the plurality of TV listings data sets are categorized by cable provider.
12. The method of claim 1, wherein the format string comprises:
a link to an executable action item.

13. The method of claim 1, wherein generating the cell comprises:
- generating a display structure for the cell; and
- inserting the matching data items into the display structure for the cell.
14. The method of claim 1, wherein generating the cell comprises:
- executing grid generation code; and
- populating variables within the grid generation code with the matching data items.
15. The method of claim 9, further comprising:
- identifying a TV listings data set associated with the client; and
- retrieving a schema for the TV listings data set, wherein the schema can be used
- to correlate the format string and the TV listings data set.

16. A device for generating a grid for an electronic programming guide, the device comprising:

an electronic programming guide grid generator;

a TV listings data module connected to the electronic programming guide generator; and

a presentation module connected to the electronic programming guide grid generator.

17. The device of claim 16, wherein the TV listings data module comprises:

a plurality of data sets organized by category.

18. The device of claim 17, wherein the category comprises one of:

regions, cable providers, and languages.

19. The device of claim 16, wherein the presentation module comprises:

a format string module comprising a plurality of format strings.

20. The device of claim 19, wherein the presentation module comprises:

a conditional action module configured to execute actions responsive to a processed one of the plurality of format strings including an executable action indicator.

21. The device of claim 19, wherein the presentation module comprises:

a mapping module.

22. The device of claim 21, wherein the TV listings data module comprises:

a plurality of data sets;

and wherein the mapping module comprises:

a plurality of schema for correlating the plurality of format strings with
corresponding ones of the plurality of data sets.

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means for identifying a client associated with the electronic programming guide

means for retrieving a plurality of TV listings data items;

means for generating the cell using the matching data items.

24. A method for generating a cell within an electronic programming guide grid; the method comprising:

retrieving a format string;

retrieving a plurality of TV listings data items;

identifying the matching data items in the plurality of TV listings data items, wherein the matching data items comprise at least one of the plurality of TV listings data items that correspond to the retrieved format string; and

generating the cell using the matching data items.

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25. A method for generating a cell within an electronic programming guide grid; the method comprising:

retrieving a format string;

identifying a plurality of matching data items in a plurality of TV listings data items, wherein the plurality of matching data items comprise at least one of the plurality of TV listings data items that correspond to the retrieved format string;

retrieving the identified plurality of matching data items; and

generating the cell using the matching data items.

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